

Abstract of the Disclosure

*Sub a17* An interactive television program guide system for determining user input values for demographic categories is provided. The system  
5 includes user television equipment having a receiver for receiving program guide information for the interactive television program guide, a user input receiver for receiving user input from user interface, such as a remote control, a microprocessor which  
10 utilizes the user input received to determine user values for demographic categories, and memory for storing the user values determined. In one illustrative use of the system for targeting advertisements to a user of the interactive television  
15 program guide, the receiver also receives advertisements, where the advertisements have preselected values for specified demographic categories. The user television equipment, preferably using microprocessor, compares the preselected values  
20 for the specified demographic categories associated with the advertisements with values of corresponding demographic categories stored in memory to determine which advertisements should be displayed. Those advertisements determined to be displayable based upon  
25 the comparison are then displayed.